



THE FUTURE BEGINS WITH ASSUREX



ENTERPRISE SOLUTIONS PROVIDER

Platinum

PARTNER

2026

SITECORE PLATINUM PARTNER

From Legacy to Lightning

AA



Assurex successfully delivered a large-scale enterprise modernization programme for The AA.

Migrating its mission-critical digital ecosystem from Sitecore XP 9.3 to Sitecore XM Cloud.

The transformation covered:

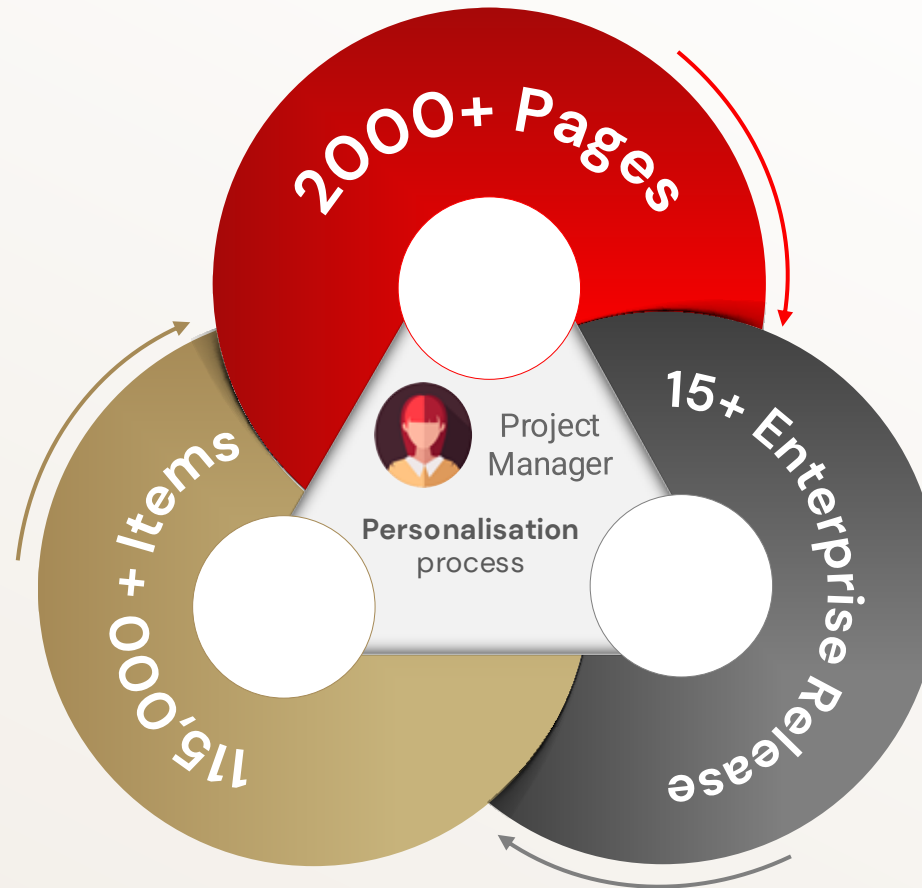
- Customer-facing digital journeys,
- Mobile applications,
- APIs,
- Personalization capabilities,
- Cloud-native infrastructure across multiple business units.

The programme was delivered progressively across multiple releases while maintaining

- Uninterrupted business operations
- Zero customer disruption



The migration covered approximately 2,000 pages and more than 115,000 Sitecore items across TheAA.com and Beam digital ecosystems.



The programme included migration of mobile app content delivery, APIs, personalization rules, route planners, promo automation, push notifications, and key customer-facing journeys..

Delivery required close coordination across engineering, platform, content, SEO, analytics, testing, release management, and business teams across multiple releases

Assurex implemented a phased migration and deployment strategy designed to minimize operational risk while accelerating enterprise transformation.

The migration was executed across multiple controlled phases including **Beam, Mobile, Promo Automation**, and core **TheAA.com** customer journeys.

Each release followed a structured governance process covering QA, UAT, security validation, rollback readiness, and controlled go-live execution.

<5 Weeks

First Go-Live

0

Production Incidents

100 +

Team members engaged

Parallel

XP
&
XM Cloud coexistence

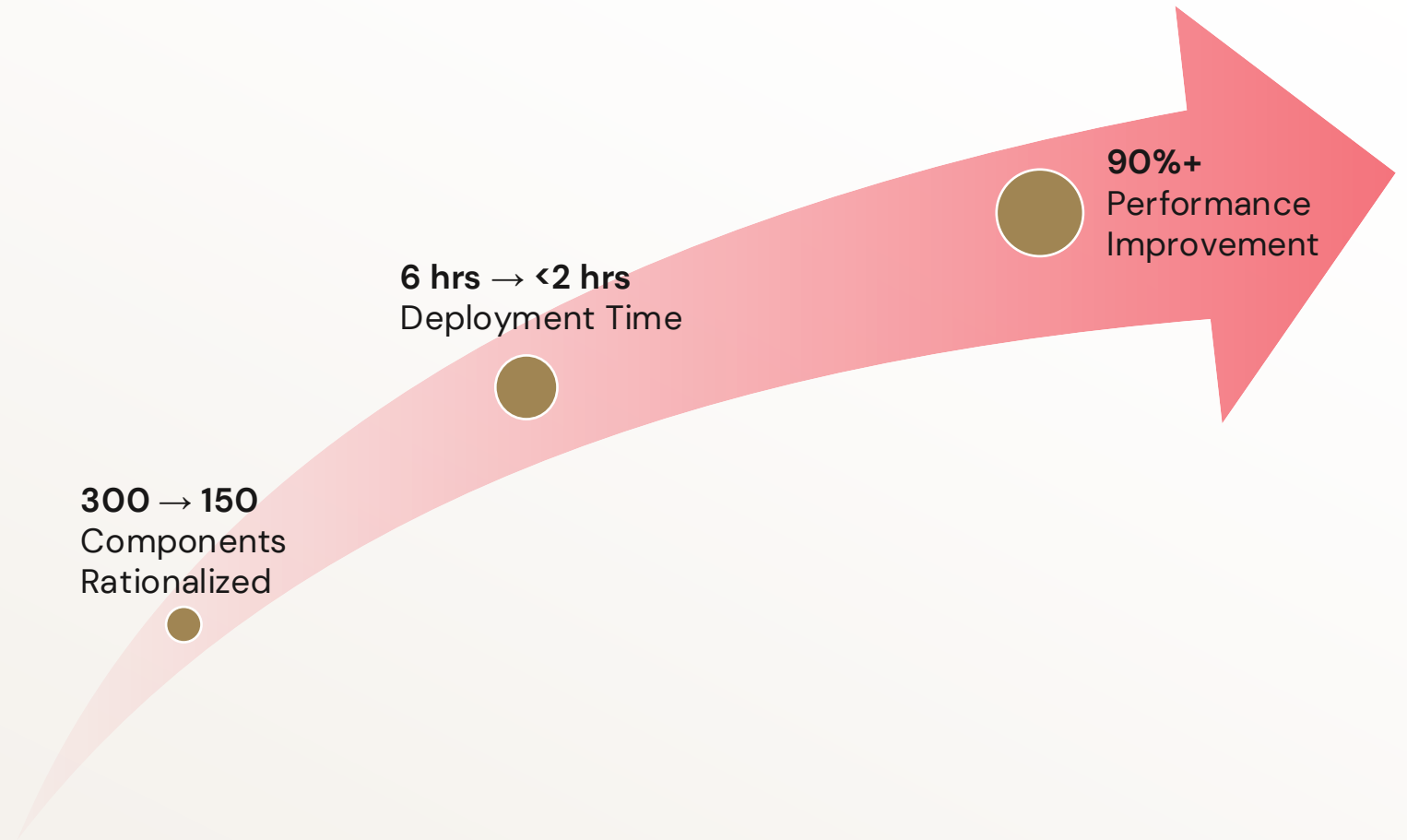


The programme delivered measurable business and operational improvements across performance, governance, deployment efficiency, and customer experience.



The migration successfully reduced CMS complexity, optimized content delivery, improved scalability, and accelerated release cycles across the digital estate.

The programme was transitioned successfully into BAU following completion of all planned migration activities.



THANK YOU

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